

Candidate A evidence

Analysis and Evaluation

Marks and Spencer use a variety of different technology throughout their business; to increase the efficiency of marks and Spencer stores and it can also help the business continue to move forward and grow.

Self-checkouts can help the store run more smoothly as customers can scan their shopping themselves, this can also impact employees as there will not be as much staff needed, as customers can now do it themselves. This means that customers do not have to wait in long

queues and busier hours can move smoother so customers can shop easier, and their experience is lighter.

Marks and Spencer use a scan and shop to enhance customer shopping experience, this means that customers do not have to queue for their shopping. By simply using their phone they can scan and pay for their shopping. This means that there will be less queuing in stores with customers only going in for their shopping and back out, ultimately making their shopping experience a lot quicker. This also helps the environment since receipts are not getting printed so often. This also saves finance since it is not being spent on machines like cash registers or scanners.¹

Marks and Spencer has an app that contains the scan and go, this app also holds your M&S sparks card, which can gain customers points which they can then use on their shopping to get money off, or to get deals on products, for example, buy one get one free. This is useful as it lets customers have everything in one place, its easy access and only a click away each time they shop. This also stops the cues as the shopping is already scanned, all you must do is pay at the end, it makes the shopping experience a lot calmer.²

The online website for marks and Spencer shows everything a customer would need to know about the store. It shows the products it sells, from food to clothes, it also has information on the marks and Spencer banking which shows people how to set an account and what it does for your money. This Website means that people can look into the business, and make sure it is to their liking and if they want to use it as their store to shop in, this can increase helpful reviews as it brings in interested customers to shop.³

¹ <https://www.marksandspencer.com/>

² <https://corporate.marksandspencer.com/how-were-turbocharging-online-growth-seven-key-changes-mscom-over-past-year>

³ <https://www.marksandspencer.com/>

Candidate B evidence

Additionally, Starbucks have also been developing drink cups that are more environmentally friendly¹⁶. This means that by developing more environmentally friendly drinks cups and moving toward reusable packaging, the amount of waste going to landfill is reduced and less plastic is used, meaning that the environment will improve as there is less waste. Additionally, with these clear environmental goals, Starbucks may attract further ethical investors who want to buy shares in a company with good environmental practices meaning that Starbucks may have more money invested into their business to help them develop new products, build more stores or hire new staff.

¹⁶ <https://stories.starbucks.com/press/2020/starbucks-strawless-lids-now-available-across-the-u-s-and-canada/> 15/02/2024

Candidate C evidence

Analysis & Evaluation

Local Community

I found in 2022, Boohoo partnered with CottonConnect to provide donations and aid, such as food and clothing to help local communities who were adversely affected by the floods in Pakistan⁵. By 2024, this programme has been successful and has significantly improved the lives of those affected⁶.

By Boohoo giving food to people who are starving, the peoples' own mortality rates are decreased, who can then live a better life, as they are more likely to avoid starvation related illnesses and have more energy as they are not fighting diseases.

⁵ <https://www.bbc.co.uk/news/world-europe-62712301> (BBC News, Accessed: 17/11/2024)

⁶ <https://www.dec.org.uk/story/pakistan-s-historic-floods-how-farmers-are-learning-new-methods-to-combat-climate-change> (Disasters Emergency Committee, Accessed: 17/11/2024)